

November 12, 2009

Chairman Arthur Coccodrilli
Independent Regulatory Review Commission
333 Market Street, 14th Floor
Harrisburg, Pennsylvania 17101

Dear Chairman Coccodrilli,

This correspondence is in reference to state board of funeral directors proposed regulation 16A-4816 reference # 2639 which I oppose. I am a 33 year old, third generation funeral director and have been licensed for not quite 12 years. I own three funeral homes, a private crematory, and belong to the PCCFA and PFDA. As a member of both organizations I feel it is important that you know from my standpoint, as a young progressive funeral director that the PFDA continually chooses to undermine change, which is desperately needed and they remain fixated in the past. In my experience, no matter what the issue is concerning funeral service or any funeral related topic, the PFDA has never placed the consumer first. Instead PFDA has tried to limit competition for a group of licensed individuals that as a whole fear change and would prefer to also operate in the past.

If regulation 16A-4816 is to go through as proposed it will not be with the consumers interests at heart. Rather it will be a proposal stemming from antiquated views designed to keep consumers in the dark, funeral service from moving forward, and attempting to keep funeral service from changing for a group of individuals who feel threatened by any change.

It is ridiculous to think that only a licensed funeral director can articulate prices to a family. Any funeral home operating legally under modern day provisions has pricing and funeral packages clearly stated as mandated by the FTC. If a monkey could read them a monkey could understand them. I do not offer this analogy in jest, but rather as a candid statement as to how easy it is to assimilate information structured on a federally mandated GPL. As a proud and concerned owner of three funeral homes, having the privilege to serve over 300 families annually I pride myself in having services and merchandise offerings in compliance with federal guidelines, that are simply stated and straight forward in nature. Anyone of my trained staff can handle pricing issues when needed. This regulation, if passed as written, is going to facilitate an atmosphere which

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places road blocks in the way of consumers. Similarly small, medium, and large sized firms will be hand cuffed from providing pricing questions and concerns efficiently.

This proposed regulation as written will limit easy consumer access to preneed counseling. Consequently, more funeral decisions will be decided during an emotionally charged time. Research indicates that spending habits and decision-making are negatively influenced by emotion.

Finally, there are many capable, caring, highly skilled professionals working in the funeral industry who are not licensed funeral directors. All of these individuals work under the close supervision of a licensed funeral director and are a vital part of any modern day funeral staff. I have skilled professionals on my staff who have been involved in funeral service since before I was even born. To think that a highly skilled and highly trained professional such as I have just described could not assimilate and articulate pricing information correctly and effectively is absurd. This line of thought creates an atmosphere that is unfair to the consumer, the funeral home owner as well as the trained funeral service support professional. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, reading "William T. Hindman III". The signature is written in a cursive style with a long, sweeping underline that extends to the right.

William T. Hindman III

President, Hindman Funeral Homes and Crematory, Inc.